

Hints to Puzzled Santas



Books Can Please All Ages - And All Budgets, Too

The perfect Christmas gift is one which provides lasting enjoyment, pleases individual tastes and fits any budget.

Books, perhaps more than any other gift on Santa's list, meet all those requirements. A favorite gift for every age group, books bring to children and adults alike the lasting enjoyment of reading.

And browsing through local book stores or book departments will reveal a unique feature. Books provide enduring pleasure in a price range that perhaps no other lasting gift can equal — from as little as 29 cents, for many of the informative and entertaining children's books, to many dollars for books that are works of art as well as reading material.

This Christmas, start a child on the way to reading enjoyment, with a library of his own. Everything from favorite old tales to new educational books is available in inexpensively priced editions.

Please teens and collegians with school aids such as dictionaries and encyclopedias.

Housewives, career women and busy business men will appreciate the latest best sellers, new editions of the classics, books by their favorite author or books on their special interests and hobbies.



There's a "shreddi-mix" that's designed to make instant paper mache for the young hobbyist.

New in career toys is a conveyorized lollipop factory. The Whiz Fizz soda fountain can turn out 50 individual sodas in three flavors. There's a pretzel bakery machine and a cookie "factory."

A new power shop provides a lathe, jigsaw drill press and sander, all designed for working with wood.

WHEELING IN

Gifts on wheels include sidewalk bikes equipped with motor roar and other devices to reproduce traffic sounds.



A new concept of train tracks is provided by a tile assembly approach with train tracks embedded and all tiles pre-landscaped.

Enthusiasm for miniaturized auto racing has inspired a variety of new twists adding to the daredevil action. New is an engine scream device and a controller activated "blow-out" set.



Toys Should Be Safe, Suitable

"Christmas is for children", and bulging toy departments, inviting toy catalogues, and make-it-yourself-toy directions in home magazines, support the idea.

But before you get carried away or overwhelmed by the available supply, bullied by the advertisers, or confused by the "easy, step-by-step directions", consider two basic qualifications of any toy you purchase or make: safety and suitability.

Stuffed animals, ideal toys for the baby, need to be well made to withstand squeezing, chewing and general rough wear. Be sure the eyes are firmly sewn on, or better yet, embroidered, so baby can't pull them off and swallow them.

Watch out for sharp corners and rough edges on wooden or metal toys, and avoid easily broken materials for young children. Non-toxic paints are vital, as is the Underwriters' Laboratories' tag on electric cords and toys.

Remember that simple, durable toys give the child's imagination a broader base of activity than complicated, too-realistic copies of things from the adult world, or limited-activity gadgets which are just wound up and watched. Incidentally, keys of wind-up toys can be dangerous.

Naturally, you wouldn't give a chemistry set to a two-year-old. Be sure parents understand the limitations, possibilities and necessary safety rules when giving one to an older child.

Toys are "tools of play" so, as with any tool, be sure it can do what it's supposed to do, and is durable enough for the type of use for which it is designed. Speaking of tools, don't frustrate and endanger a child with dull saws or hammers whose heads fly off.

Children should have toys which, within age and ability limits, give opportunity for a wide range of play experiences. Four basic types of play have been defined, and

should be considered when new toys are bought or made.

Active, physical play: anything, from a ball to expensive gym equipment, which requires physical exertion in its use and so helps muscular development and coordination.

Creative, constructive, manipulative or scientific play: simple building blocks, microscopes, puzzles, art materials, things which help a child observe the world around him, use his initiative, or develop and express his own ideas.

Imitative, imaginative and dramatic play: dolls, trucks, costumes, stuffed animals, tools, toys which help a child find and express his relation to the world he lives in and grow into his place in the adult world ahead.

Shared or social play: games and sports equipment, which help children work with others, develop a sense of fair play and enjoy healthy competition.



New in divertissements for the juvenile scientist is a hobbyscope, designed for scrutiny of fossils and leaves. The young geologist will have special equipment for measuring specific gravity.

A new kit of plastic links is planned to help junior form molecular patterns.

Space oriented toys are still in orbit, but the playground applications do not evidence any notable new techniques for adapting outer space exploration to home fun.



SHOE BUTTON eyes, heart that says "I Love You," — thanks to a music box — appear in this year's version of the famous Raggedy Ann.

FOR THE CRIB SET

New for the crib set this Christmas are squeaky boxing gloves designed to be grabbed and chewed. A novelty in mobiles to hang above baby's crib is a bunny whose ears spin, whiskers twitch and feet swing at the slightest breeze.



Such unglamorous articles as macaroni and noodles and discarded jars around the home will be transformed into lovely metallic decorations when junior artists get down to creative enterprises with the newest Yule paints.

Easy to use formulations of metallic toned paints give new dimensions of fun to the young artist's work with poster paints.



New approaches to sound and motion kindle notable excitement through the length and breadth of Toyland this Yule season.

Santa's bumper crop of playthings recreates in full realism the most advanced manifestations of the affluenced way of life, keeps pace with the breathless advances of science and also satisfies the nostalgic shopper's eye with a wide range of updated traditional toys.

FROM THE DISCOTHEQUE

Predictably, all the commotion over the discotheque has Toyland impact. A "Disk-otek" combination features a four-speed phonograph and amplifier.



PLAYING MONSTERS

New novelty card games take inspiration from the monster cult. There's Monster Old Maid, for example. The Adams Family and the Munsters are basis for still others.

Pet Gifts

This Yuletide many kinds of pets, from ponies to ant colonies, will be ribboned, bowed and otherwise readied to make the Christmas gift scene. The most asked for and the most given pets are dogs and cats.

Whether a pure-bred, pedigree animal or a healthy, happy animal-shelter variety, dogs and cats represent a long-term gift of love and companionship for the entire family. Most important, therefore, before choosing a new pet, is to make certain it will be a welcome addition to the family, sure to receive the care and affection it needs to thrive.

If the new puppy or kitten is to be a gift for a child, be certain the parents approve.



Begin early and look carefully over a number of litters. Ask the help of a pet dealer in choosing the breed of cat or dog best suited to the prospective master. And make sure the animal has all its shots.

Healthy, sturdy puppies are lively and alert, like to be held and petted. Be wary of that wistful little fellow cringing in the corner. He may be sick or temperamentally unsound.

Check the puppy thoroughly before buying. Eyes and ears should be clean and clear; the stomach, well-rounded and the coat, even textured.

Note the puppy's reaction to people. Healthy puppies won't snap, growl or cringe, even at sudden noises. They are ready to become pets at eight weeks or older.

Cats, especially kittens, should be lively and playful, clear-eyed and with no tendency toward sneezing or coughing.

Kittens are generally ready for a new home at six weeks.

A food supply, dishes, grooming aids and toys are "extras" that might well be provided to insure a new pet's comforts in his new home.

For the well-established pet, Christmas is the time to reap the rewards of a trusting companionship. A new traveling case, identification tags, toys, a fancy coat or collar are all gift possibilities.



SOUND IDEAS

Toys with sound effects are ready to please the very young, this Christmas. Among them is a cow that moos as it is moved. And a new version of the counting clock, when wound, chimes out the hours.